

**The deadline for receiving applications is April 15, 2019**

**APPLICATION GUIDELINES FOR  
MEDIA PROFESSIONALIZATION ASSISTANCE PROGRAM  
FOR 2019**

**Basic requirements:** The application should be in English, neatly typed and easy to read. Perfect English is not required but the proposal must be understandable to an English speaker. Please use Times New Roman 12 font letters and do not change the original look of the application form. Applications must be emailed to the following address: [PodgoricaGrants@State.Gov](mailto:PodgoricaGrants@State.Gov). Call for proposals will be open until April 15, 2019. Please direct any questions to the Public Affairs Office at U.S. Embassy Podgorica by email ([PodgoricaGrants@State.Gov](mailto:PodgoricaGrants@State.Gov)).

**IMPORTANT! Organizations may only submit one proposal per program.**

**APPLICATION TIPS AND GUIDELINES:**

**Proposed Program Dates:** When will the project be carried out? Be realistic about dates. Remember that, even if approved, funds may not be available for as long as up to two or three months. If your project is approved, you may be asked to change project dates.

**Program Purpose:** What does the applicant organization propose to do? The proposal should contain sufficient information that anyone not familiar with the work of the organization would understand. The more specific, detailed, concise and clear the program description, the better. Remember that the funds will be awarded to the top proposals, those that can clearly show how the proposed project will help the development of media freedom and journalistic professional standards in Montenegro. Try to think of active, innovative and engaging projects.

**Project Justification:** This is a very important aspect of the proposal and applicants should pay particular attention to it. What is the importance of the project? Why should it be funded? Who will be affected by this project? What difference does it make for Montenegro? Remember that the Media Professionalization Assistance Program will only support those projects that will make an important contribution.

**Project Sustainability:** Describe the expected long-term effects of the project. Projects are encouraged to be self-sustaining. If the project is intended to continue after the funding from the Media Professionalization Assistance Program ends, the proposal should contain an explanation of how the organization will fund the activity in the future.

**Background on the Applicant Organization:** Include information such as when the organization was founded, principle activities, significant achievements, etc. A copy of the registration papers of the organization as issued by host country authorities will be required before funding a project. Please also include the name and title of director and other significant staff members, particularly those who will be involved in the project. Please send in CVs or resumes of the people who will be engaged in the project as attached to the project proposal. No individual CV should exceed one page.

**Detailed Budget, Including Supporting Narrative:** In order to be sure that we understand why there is a need for money, please prepare a line-by-line list of expenses that will be generated by this project. The budget should be prepared in a logical manner and offer enough detail that a reviewer will be able to understand exactly what the figures mean and how that figure was determined.

ALL PROJECT EXPENSES SHOULD BE CALCULATED IN ADVANCE AND BE REALISTIC. NO FUNDS WILL BE AUTHORIZED IF THERE IS ANY QUESTION ABOUT THE BUDGET. PLEASE CHECK THE EXCHANGE RATE U.S. DOLLAR – EURO WHEN CALCULATING THE COSTS IN U.S. DOLLARS.

The budget narrative should follow the actual budget presentation itself and describe in some detail the costs presented in the budget. In other words, the narrative explains, line by line, what the numbers mean and how they were determined. (For example, Travel: \$2,000." Explanation: Four reporters' travel costs to XYZ x \$500.00 for room, board and transportation costs.)

**Other Sources of Support for this Project:** Please describe the possibilities for co-funding of the project by other organizations. Please describe the in-kind contribution of your organization. In-kind contributions can include voluntary work, use of premises, vehicles, classroom supplies, equipment or payment of a program event from your own funds, etc.

### **Budget Guidelines**

**Personnel and Fringe Benefits:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

**Travel:** Estimate the costs of local travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries.

**Equipment:** Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.

**Supplies:** List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

**Contractual:** Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

**Other Direct Costs:** Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All "Other" or "Miscellaneous" expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.

### **Other Guidelines**

- All grantees must receive advance approval before making any changes to the budget during the implementation of the project.
- If you receive funding from the Public Affairs Section, you will be required to submit a detailed program and financial report on the outcomes of the project.
- Please state which other organizations you have applied to for funding with the same project, and the status of those applications.

### **Required Registrations:**

Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management \(SAM\)](#) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), "Debarment and Suspension." Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- Unique entity identifier from Dun & Bradstreet (DUNS number)
- NCAGE code
- [www.SAM.gov](http://www.SAM.gov) registration

Step 1: Apply for a DUNS number and a NCAGE number (these can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet. If your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform>

NCAGE application: Application page here:

<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

Step 2: After receiving the NCAGE Code, proceed to register in SAM.gov by logging onto: <https://www.sam.gov>. SAM registration must be renewed annually.

#### **BEFORE SUBMITTING YOUR APPLICATION:**

- \* Read these guidelines once again. Make sure you understand the guidelines and that your proposal fits the purposes outlined.
  - \* Carefully review the application to make sure it is complete and free of errors.
  - \* You may wish to ask someone who does not know anything about your project to read your proposal to determine if it can be understood. Remember that the members of the Selection Committee will not know anything about your proposal. If they cannot understand it without asking further questions, it will not be considered for approval. Please try to avoid writing more than you are asked in certain sections of the Application Form.
  - \* Make sure the application is in English, neatly typed and easy to read. Perfect English is not required but the proposal must be understandable to an English speaker. Please use Times New Roman 12 font letters and do not change the original look of the application form.
- In case you have any questions please do not hesitate to contact Public Affairs Office, U.S. Embassy Podgorica, by email ([PodgoricaGrants@State.Gov](mailto:PodgoricaGrants@State.Gov)).